

STATE OF CALIFORNIA
Department of Consumer Affairs
Board of Behavioral Sciences
Title 16, Division 18, Professional and Vocational Regulations

NOTICE OF AVAILABILITY OF MODIFIED TEXT OF PROPOSED REGULATIONS

Subject Matter of Proposed Regulations

Advertising

NOTICE IS HEREBY GIVEN that the Board of Behavioral Sciences (Board) has made proposed modifications to proposed regulations in the California Code of Regulations (CCR), Title 16, Division 18, amending section 1811, related to advertising. These regulations were originally noticed on March 14, 2025, and approved as modified by the Board at its May 9, 2025 meeting to add a parenthetical description after the words “full name” to include “(First Name. Last Name, and any Middle Name and/or Suffix)” to the proposed regulatory language in subsection (a)(1). After the meeting, a nonsubstantive change was made to subsection (a)(1) to change the period to a comma after “First Name”.

Materials regarding this proposal can be found at https://bbs.ca.gov/about/law_reg.html (select the “Regulations” drop down, then “Pending Regulations”) or by requesting them from the contact person identified below. **Any person who wishes to submit a written comment on the proposed modifications may do so by submitting their comment to the following contact person starting on June 16, 2025 with comments accepted until July 1, 2025:**

Contact Name:	Christy Berger
Address:	Board of Behavioral Sciences 1625 N. Market Blvd., Ste. S-200 Sacramento, CA 95834
Email Address:	BBS.Rulemaking@dca.ca.gov

Please note, comments should be restricted to the most recent modifications made to the proposed regulations. The Board is not required to respond to comments on other aspects of the proposed regulations received in response to this notice. Any comments previously submitted remain in the rulemaking file and will be responded to by the Board’s staff as part of the Final Statement of Reasons. All written comments received by **July 1, 2025** that pertain to these modifications will be reviewed and responded to by the Board’s staff as part of the compilation of the rulemaking file.

This notice is given pursuant to the requirements of Government Code section 11346.8, subdivision (c), and California Code of Regulations, title 1, section 44.

DATED: June 11, 2025

SIGNATURE ON FILE
Steve Sodergren
Executive Officer
Board of Behavioral Sciences